

REMARKS

Claims 1-23 are pending in the application.

Claims 1-7, 11, 14-15, 17 and 19-22 stand rejected under 35 USC 103(a) as being unpatentable over U.S. Patent Application No. 2004/0107437 to Riehardt et al. in view of U.S. Patent Application No. 2005/0204387 to Knudson et al. Claims 9-10, 12-13, 16 and 18 stand rejected under 35 USC 103(a) as being unpatentable over Riehardt et al. and Knudson et al. and further in view U.S. Patent Application No. 2002/0016969 to Kimble. In addition, claim 8 stands rejected under 35 USC 103(a) as being unpatentable over Riehardt et al. and Knudson et al. and further in view U.S. Patent Application No. 2003/0149986. Finally, Claim 23 stands rejected under 35 USC 103(a) as being unpatentable over Riechart et al. and Knudson et al. and further in view of U.S. Patent Application No. 2002/0053084 to Escobar et al. These rejections are respectfully traversed.

The present invention relates to an interactive media transmission method and system. Independent claim 1 recites, among other features, “receiving the order message in the central control unit, and generating in response thereto an order confirmation message, transmitting the order confirmation message to a first communication unit associated with the first subscriber receiver, receiving the order confirmation message in the first communication unit, and presenting therein corresponding order confirmation to a user, producing, based on the order confirmation information and a user re-confirmation input, a re-confirmation message in the first communication unit, and transmitting the re-confirmation message to the central control unit”. Independent claim 15 recites, among other features, “return an order confirmation message generated by the central control unit in response to the order message”. The re-confirmation message is used to ensure that the user actually wants to order the product.

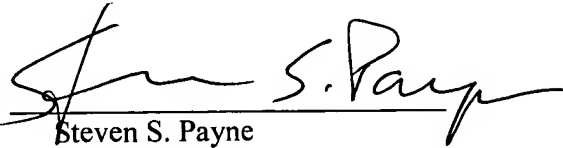
The office action admits that Riechardt et al. does not disclose the steps associated with the re-confirmation message and therefore cites Knudson et al. as disclosing the associated steps. The office action refers to paragraphs 200-201 and Figure 84 of Knudson as showing the steps recited above in Claim 1. Specifically, the office action cites the Yes/No question in Figure 84 as showing the re-confirmation step. This assertion is respectfully traversed. The Yes/No question only appears when the ordered pay-per-view movie has already started. In the present invention as claimed 1 and 15, the re-confirmation message is generated when ever an order message is received in the central control unit. Thus, Riechardt et al. and Knudson et al. do not disclose the step of "receiving the order message in the central control unit, and generating in response thereto an order confirmation message" as is specifically recited in claim 1 nor the step of "return an order confirmation message generated by the central control unit in response to the order message" as specifically recited in claim 15.

It is respectfully submitted that Kimble, Mayfield et al. and Escobar et al. do not overcome the deficiencies of Riechardt et al. and Knudson et al. cited above. Thus, it is respectfully submitted that claims 1-23 are allowable over the cited prior art for at least the reasons set forth above.

In view of the above, it is respectfully submitted that the application is now in condition for allowance. Prompt notice of same is earnestly solicited. If the Examiner believes that a telephone interview may expedite the prosecution of the Application, the Examiner is invited to contact the below attorney at the indicated telephone number.

Respectfully submitted,

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